

PhD Thesis**University of Pécs, Faculty of Earth Sciences Graduate School****Analysis of tourism in the former Yugoslavia, especially in the context
of the Yugoslav crisis****Created:****Edit Játékos****Supervisor:****Dr. László Gyuricza****Associate Professor****Pécs****Faculty of Science****Pécs, 2011.**

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1. Introduction

Today, the largest revenue-producing industries include tourism. However, not only in the economy plays a major role in tourism, but the appropriate level of social development in countries reaching the life of individuals is an increasingly important role, when he is at once an integral part of the lifestyle and changing lifestyle is one of expression. National economic importance of tourism in many countries around the world have realized more and more countries seek to develop tourism. For those countries where environmental factors do not allow for agricultural production, and have no mineral resources and energy sources, natural and cultural characteristics but provide the basis for tourism development and evolution. These attractions provide potential conditions to allow the construction of a reception area set off by the tourist flow process. Tourism is a chance for these countries pose to the economic recovery and the driving force behind the economy through the multiplier effect can be.

The benefits of tourism opportunities, tourism infra- and suprastructure but not sufficient for the development of tourism. In the absence of the necessary conditions for security and tourism, general and local conditions, to turn away from the tourists destination because of terrorism, economic, ethnic and religious wars on the basis of emerging regional influence and the need to revalue the security.

Today, the tourism industry's need for security in the increasingly decisive role. The issue of transportation safety, health, natural disasters related or terrorism, war, hostilities, civil war and a crime-hit areas during both the rise. The English and German literature, a distinction is to "safety" and "security" aspect. The latter category includes factors related to political instability.

Since tourism is not an isolated phenomenon, but a constant environment, a dynamic open-system related, so the environment to economic and social changes have an impact on development.

The slowdown in growth world tourism the 1990s led to a number of armed conflicts. The events of civil war following the dissolution of former Yugoslavia since 1991, the Kosovo conflict in 1999 and 2001, the Albanian-Macedonian civil war in the political and economic changes in the former Yugoslavia republics. A series of wars in many fatalities, and millions have become refugees in a critical situation for the majority of Member States. Among the economic sectors of tourism – through the crisis sensitivity – also suffered serious damage. The Yugoslav crisis in the former Yugoslavia and the transformation of the tourism potential of regional tourism led to a reorganization. The protracted war events and the negative effect of diminishing the demand is already safe and adjoining areas of former member of tourists was also a disadvantage. The former Yugoslavia's civil

wars and ethnic clashes following the dissolution of the effect of tourists avoided the conflict, and close (Hungary, Greece) felt crisis. The consequences for tourism in the Balkan crisis is also worth analyzing, inter alia, because the crisis has ripple effect on the Hungarian travel agents and agencies also reported a new situation, as well as the travel decision is influenced by Hungarian tourists.

The surface shapes of Balkan-peninsula unique variety of rich forms and treasures arose geomorphological, climatic conditions and a competitive advantage hydrogeographical appear in the tourism market. The long historical process, the complex and distinctive ethnic and religious groups may be subject to cultural – art history, material and spiritual heritage, folklore, sacred relics – attractions by the Balkan-peninsula country, natural and economic (industrial history), history, cultural history and other cultural factors through could become rightly the destination of tourism. Natural and social attractions as a changing travel conditions for potential product development to meet demand.

The tourism – natural and social impacts on the environment, or through its role in economic life – the importance of the past half century, has appreciated in value. The main target of world tourism Europe, however, the outlook for the continent's share of the number of international tourist arrivals will fall, but still retains its leading role among the continents. The UNWTO forecasts that in 2020 the countries of the Balkan-peninsula, a total of 79 million tourist arrivals will register an annual growth rate close to the value of 4.6%. Tourism is the main target countries of Greece, Turkey, Bulgaria, Romania and Croatia will be in the region for 92% of tourist arrivals will be realized (<http://podpero.prđ.uth.gr>).

I chose the topic is current increases to the Member States of the former Yugoslavia, a tourist attractions in which the tourism personnel and material readiness factors for the development of international tourism trends, taking into account potential destinations appear and may appear in the local market. The outgoing Hungarian tourism decisive importance to Croatia Hungarian tourists visited the country belongs to each according to survey data. The friends and relatives also dominant motivation appears to visit Hungary and neighboring countries. One of today's dominant political and economic events in the Western Balkans and European Union accession to the stability of this region – socially – to preserve and maintain.

It is likely that Macedonia, Montenegro and Serbia, the European Commission recommends opening accession negotiations this year. The Office of the Hungarian EU presidency is the most important task of the Western Balkan countries in European integration support, and the Croatian accession negotiations as soon as possible to facilitate successful completion. The European Commission approved in June 2011 Croatia's EU accession. For that country in 2013, the European Union are full members.

2. Objectives

As the tourism industry of peace, international tourism is affected by many uncertainties, and is extremely sensitive to changes in its external relations, as well as the evolution of public safety. If a region becomes unstable political conditions, reduction in security, the impact of these factors from one year to another can cause significant changes in tourism in the region, and the multiplier effect of the economic sphere in particular sectors.

Ongoing armed conflict in a particular region does not only affect tourism in the area, but also has an impact on the surrounding countries and the same facilities are also areas of tourism.

My aim is to analyze the preparation of the thesis that the Yugoslav crisis and how it impacted on the tourism statistical indicators in the economic development of the countries examined, as well as Hungarian travel habits of tourists, travel agents and agencies of the activities or the development of tourist relations.

During my writing in this context, the following partial objectives considered important to achieve:

- analyze the major statistical categories of tourism development in Bosnia-Herzegovina, Croatia, Kosovo¹, Macedonia², Montenegro, Serbia, Slovenia and data through
- evaluate the situation of the tourism development of tourist facilities in terms of domestic guest turnover,
- on defining the two key indicator of tourism – and the number of guest arrivals – based on the change of the territorial differences in the Yugoslav crisis to the present day,
- examine the role of tourism in economic life,
- detailed analysis of the evolution of specific indicators,
- finish in the tourist hotels and tourism development on the basis of the grouping of the countries surveyed,
- influence of international competition in tourism is manifested in the indicator, the revealed comparative advantage and the comparative value of the change in export performance,

¹Kosovo – Kosovo 1244 – Ending the Kosovo conflict, the UN Security Council Resolution 1244 created a special situation in Kosovo, which states that Kosovo is de facto independent from Serbia, was de jure an open question as to the province's future. The decision effectively placed under the international protectorate of Kosovo indefinitely (E. KAZINCZY s.a.). On February 17th, 2008. at the Pristina parliament declared Kosovo an independent and sovereign state.

² FYROM Macedonia – Greek name of Macedonia in international pressures it was in Macedonia "in the former Yugoslav republic." Furthermore Kosovo, Macedonia and the name I use in my thesis.

- establish a competitive matrix of international trade in services under the classification of the countries surveyed,
- evaluate the former Yugoslavian countries of the former Hungarian tourists for their trip to the end of the 1980s to the present,
- investigate whether a specific geographical area affected by how the crisis developed tourist travel destination from the choices to travel and tour activities in Hungary,
- Hungarian tourists to analyze the travel habits of the examined countries.

3. Research methods

A number of methods to achieve the objectives of the test area had to be used for general and professional knowledge, as well as the necessary data and information to be gained.

Desk research/secondary research is carried out in order to collect the specific area of knowledge, and that the statistical data are available.

Secondary research was studied the most important domestic and international natural, social, historical and political geography, tourism, economic-themed books and journals. A doctoral dissertation to write and perform the economic calculations, published in the care of UN National Accounts Statistics: Main Aggregates and Detailed Tables booklet entitled studied. Since the National Accounts³ within the three indicators of the value of national currencies of each country are given in order to compare data for the conversion of the national banks of the countries surveyed used the database. Affecting tourism in the WTO to obtain statistical data / statistical publications issued by the UNWTO – Compendium of Tourism Statistics, Tourism Market Trends: Europe, Yearbook of Tourism Statistics – and the Central Statistical Office, Statistical Yearbooks Tourism priced studied. The specific indicators of the countries included in the statistical analysis to calculate the annals and the European Union's Statistical Office publications were used. The preparation of students was hindered by the statistical data were not uniformly available for the former republics, and I could not always use the most recent data.

The tourism and economic statistical tables, aggregate data, trends were carried out under the demonstration plots, and comparisons of different contexts in order to identify specific indicators or proportions counted. The spatial processes of change and the current situation in the presentation of thematic maps produced.

³ SNA - System of National Accounts: the UN set up under the national economic accounts

SWOT-analysis of tourism in member countries of the former Yugoslavia summarized for each country's strengths and weaknesses – internal environmental factors – and the opportunities and threats were analyzed, as are the external environment influencing factors affect the future development of tourism in the countries studied.

Field research/primary research within the framework of the survey method to use and within the standard interview and the informal/directional conversation.

The standard course of interviews – a written survey – I studied what the effect that the Kosovo crisis, the Hungarian travel habits of tourists and that tourists travel decision, what factors play a role (2000), Greece tour through the opinions I was searching for an answer to the 1999 Kosovo crisis, and how their activities affect (2000);

Furthermore, the characteristics of the travel habits of Hungarian tourists in Montenegro (2003) and the former Yugoslavia, and Greece-related travel habits also investigated (2008). In 2008, conducted research questionnaires when I tried to find the answer to, inter alia, that the former Yugoslav republics, what opinion (association) occurred among travelers and travel to the repeated decisions of the survey as well.

Informal/managed chat application made tourist-depth interviews with professionals. During my research I tried to find the answer to the 1999 Kosovo crisis, the impact that the activities of travel agencies and tour operators that have tried to respond to how the conflict caused by the changing of demand and Hungarian tourists travel patterns also studied the evolution of the profession through the representatives of opinion (2000), which are components of the situation of tourism of Montenegro (2003); also described how tourism in Bosnia and Herzegovina (2004).

The primary research of tourists compared to the available information from research papers published in professional publications, and compared over the years I have carried out similar in-depth interviews and survey research results, thus drawing the conclusions.

3. Summary of results

During my writing I started out on the following hypotheses:

- 1. Hypothesis:** the Balkan crisis ripple effect territorial war in the areas affected by events not to affect tourism.
- 2. Hypothesis:** The size of the losses other than those in areas affected by crises
- 3. Hypothesis:** the Balkan crisis have resulted in the reorganization of regional tourism.

4. Hypothesis: The economic role of tourism is growing in some countries the national economy and the effects of crises detectable change in the value of these indicators.

5. Hypothesis: In this country, and tourist relations with Hungary can be traced back to earlier times, the Hungarian tourists are crisis sensitivity, the countries examined the relationship between tourism expansion and Hungary, hampered by a number of country negative image of the Hungarian tourists.

My research ended with the following results:

1. Hypothesis: the Yugoslav crises regional spill-over effect is not affected by the war affected areas of tourism.

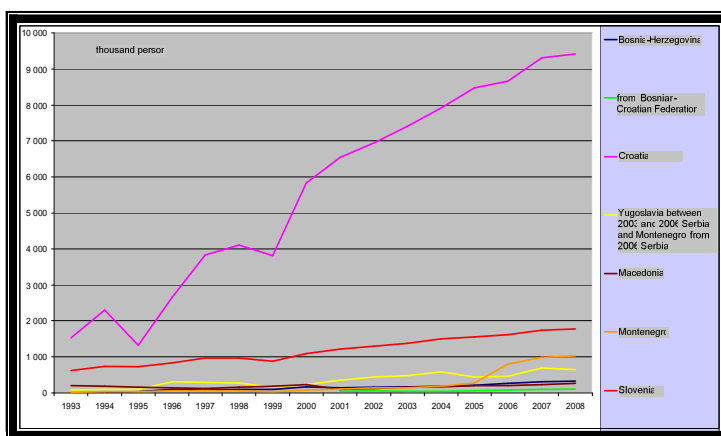


Figure 1: The evolution of the number of international tourist arrivals in the successor states of former Yugoslavia from 1993 to 2008⁴

Source: WTO/UNWTO and the national statistical agency own compilation based on data

Figure 1 shown that the member states of the former Yugoslavia for the growing tourist demand. However, this increase in the evening not even the countries studied, because significant differences can be observed.

⁴ Each country's collective tourism establishments to register the number of international tourist arrivals.

These differences are not only derived from the original offer and explained, but also the economic and social development, which is inherited from the former Yugoslavia's successor. Each country's demand for change in small and large declines observed that at the beginning of the 1990s Yugoslav crisis erupted, and later formed ethnic tensions may be associated. The 1990 Convention. year's political events – sign of the war, an ethnically diverse republics – Croatia, Yugoslavia (Serbia and Montenegro) and Macedonia, the decline in the number of international tourist arrivals and overnight stays in Croatia and Macedonia led to a reduction in the average length of stay. At the start of the Yugoslav crisis in 1991, the number of international tourist arrivals and overnight stays in all the republics was a significant fall in profitability. The most drastic reduction – for both indices – Croatia has suffered. 1991st started the war in Croatia in February and as a consequence, in 1992, Croatia and Serbia is reduced to the international tourist arrivals and guest nights. The nine-day war in Slovenia and the overall situation in the region resulted in a decline in tourism. The effect of political instability in Macedonia also reduced the number of international tourist arrivals and overnight stays. Conclude that all the countries studied occurred in the political events that affected the development of tourism, and these conditions are not cumulative but almost were multiplied. The civil war in Bosnia-Herzegovina between 1992 and 1994 events in Serbia guest turnover resulted in a significant decline. From 1991 until 1995, and the number of overnight stays by foreign tourists, and the average length of stay steady decline observed in Serbia. The impact of fighting in Croatia – the Croatian war events together – a reduction in the number of international tourist arrivals, Macedonia, the number of guest nights spent by foreign tourists, resulted in a slight decrease. The ripple effect of the war situation is not affected by the crisis in the tourism area also has a disadvantage. 1993. year's result of operations in Croatia and Slovenia, Macedonia, also reduced the number of guest nights spent by foreign tourists. Croatia, however, both indices increased in value because of the fighting took place near Dubrovnik, the war-affected areas are not returned to the tourists. In Bosnia-Herzegovina and Croatia in 1995, intense as a consequence of war in Croatia has fallen as far as the foreign tourists, and their lives number of guest. The period between 1994 and 1995 in Kosovo, Macedonia, Montenegro, Serbia and Slovenia, also decreased the number of international tourist arrivals and overnight stays. In 1996, Macedonia has also observed a decline in the number of international tourist arrivals. The powerful military fighting once again resulted in a significant multiplier effect in the former Yugoslav States. The result of the clash of the Kosovo Liberation Army in 1997 in Kosovo, Yugoslavia (Serbia and Montenegro) between 1997 and 1998 foreign tourists and foreign guest nights spent by tourists falling. Following the dissolution of Yugoslavia, a war is only part

of this process in the affected areas had an effect. The Kosovo crisis in 1999 and again in blow to tourism in the area. Not only in Serbia and Montenegro international tourist arrivals and overnight stays declined, but Bosnia-Herzegovina, Croatia and Slovenia, the value of these indicators also fell. Former international tourist arrivals number of the Kosovo crisis as the official guest turnover data is not affected, because the statistical data are recorded in tourist arrivals between the number of refugees, thus distorting the data veracity. The NATO bombing in 1999, almost all the former republics had its negative impact on tourism.

The Albanian-Macedonian armed clashes in Macedonia in 2001, international tourist arrivals and foreign guest nights spent by tourists have led to decline. In 2001, Bosnia-Herzegovina, also reduced the international tourist arrivals, the number of overnight stays, as a civil war situation has developed in the country (Figure 1). In 2001, events have only affected tourism in the countries affected by crisis. Yugoslav successor states of the former guest turnover data played a decisive role in expansion (Croatia) and play today even the peacekeepers and their family trips (Bosnia-Herzegovina, Kosovo), the statistical data, not actual content (Macedonia, Kosovo) and Montenegro, the statistical data played a role in the expansion that the official statistics of Serbian tourists already among the foreign tourists were seen, while in previous years belonged to the category of domestic tourism.

The Balkan crisis of the inbound tourism sector not only had an adverse effect, it abolished the former republics of domestic tourism, because tourism is a general lack of local and individual conditions.

2. Hypothesis: The size of the losses other than those in areas affected by crises

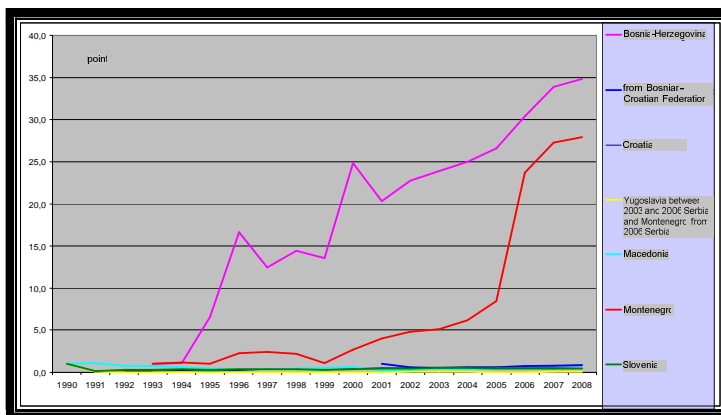


Figure 2: Indicator on the Revealed Competitive Position of International Tourism

Source: WTO/UNWTO and the national statistical offices and own calculations based on data editing

The greatest decrease is observed in Croatia between 1990 and 1991, when the country fell 1.57 percentage points of market share in the value of world tourism.

Compared to 1990, international tourism in Croatia, the apparent competitive value of the indicator in 1995, the most significant decline – 88 points – can be observed in the relation to the Croatian military operations. In addition, in 1991, 1992, 1996 and 1999 also caused a drop in the Yugoslav war events. In Serbia, the Kosovo crisis resulted in a 93 point drop in the value of the index changes. Consequence of events following the dissolution of Yugoslavia from 1991 to 1995 and from 1997 until 1999, showing continuing declines in the value of Serbia. The value of international tourism is manifested in the competitive position indicator – the context of the Yugoslav crisis – in Macedonia in 2001, 75 points, 85 points in 1991, Slovenia, Bosnia-Herzegovina between 2000 and 2001 and 74 points. Member States of the former Yugoslav war events taking place in Macedonia in 1991, 1992, Slovenia in 1991, 1995 and 1999 resulted in a decline in international tourism is manifested in the competitive indicator of the change. 1993 and 2008, Bosnia-Herzegovina 34 points, 27 points in Montenegro increased the apparent competitive international tourism indicator (Figure 2). Between 1990 and 2001 the number of international

tourist arrivals worldwide increased. The tourist destinations of tourists, however, chose the location for holiday, which was granted safe. Since 1990, Croatia, Macedonia and Slovenia also reduced the value of the indicator, eighteen years since the competitive situation has not been achieved. Of course, this also plays a role that more and more tourist destinations linked to the tourism mainstream. The indicator of the competitive international tourism is manifested in the conclusion that the biggest loser of the Yugoslav crisis in Serbia, since 1990 and 2008, 61 point decrease in the indicator value. 1993 Bosnia-Herzegovina and Montenegro is also manifested by an increase in the competitive global tourism indicator. Bosnia-Herzegovina played a decisive role in the expansion of the peacekeepers (UNPROFOR, and then UNPROFOD, IFOR, SFOR and EUFOR) visit to the family. After the independence of Montenegro can be observed evolution of dramatic change in the indicator value. First, the country's tourist attributes, and are adequate for the international tourism demand, and Montenegro has become more popular as a tourist target.

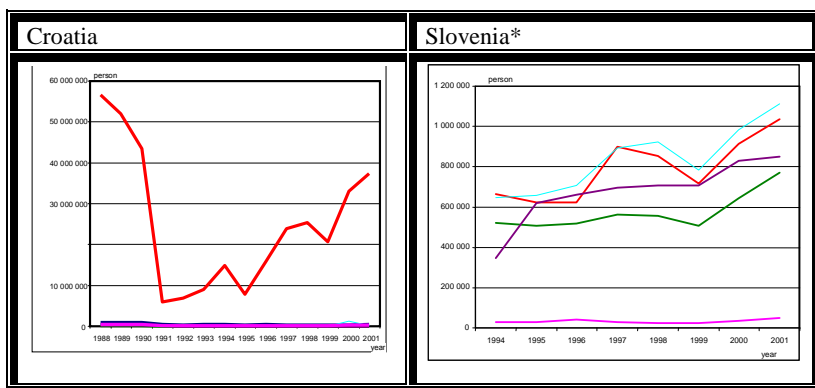
Events following the dissolution of Yugoslavia, the average length of stay is also influenced by developments. In 1991 compared to 1990 reduced the average length of stay in Croatia. In 1995 to intense fighting in Bosnia-Herzegovina and Croatia, Croatia and Serbia resulted in a decline in length of stay. The military operations in effect in 1996, Croatia and Slovenia, also reduced the length of stay. The 1999 NATO bombing of Macedonia than in other countries, the average length of stay falling. In 2001, the Albanian-Macedonian civil war situation in Macedonia led to a reduction in the average length of stay. The test area in Montenegro with the longest average length of stay. During the period analyzed in Bosnia-Herzegovina, Croatia, Montenegro, Serbia and Slovenia decreased by an increase in the average length of stay in Macedonia. Between countries, the average length of stay are important for the development of tourism potentials, which determine the improved tourism product, and sending the main areas of geographical location of the travel time and costs are affected. Montenegro and Croatia natural attractions offer good conditions for the seaside holidays and this explains that in these two countries with the highest average length of stay. Slovenia, topographic features for the winter active and passive sport tourism, cultural events, attractions for the cultural- and heritage tourism, Bosnia-Herzegovina's natural values for the extreme sports and eco-tourism, cultural and religious monuments of religion for the heritage tourism, ecotourism, Macedonia's attractions for the eco-, , health- and the heritage tourism, Serbia's attractions for the cultural, religious and heritage tourism and the winter sports tourism provide good opportunity. The international tourism market for newer and newer areas related to tourism demand and the change in one of the main feature is that the tourists

often travel a shorter period of time. These trends may be associated with the decrease in average length of stay in each country.

The international tourism income analysis reveals that the Kosovo crisis, not only in international tourist arrivals and the number of guest nights spent by foreign guests, but tourism revenues were also down in Slovenia, Croatia and Serbia. In Macedonia in 2001 was a reduction in the value of international tourism income. Starting in 2001, all countries, increasing the value of receipts from international tourism, which plays an important role in the stability of the region. In Macedonia in 1991 and in 1995, 1998, Serbia in 1993, steadily between 1995 and 1999, Croatia in 1996 and 1999, Slovenia in 1999, a decrease in tourist arrivals, per capita income value of the early 1990s Balkan crisis erupted and as a consequence of the Kosovo bombing.

Tourist arrivals, revenue per capita analysis reveals that the overall value of an increasing trend. The highest per capita in 2008 was tourist spend Bosnia-Herzegovina, in which Slovenia, Croatia, Macedonia, Serbia and Montenegro followed. The successor states of former Yugoslavia, Bosnia-Herzegovina has the highest unit value tourist spend. The number of tourist arrivals to 5, the proceeds of the 3rd ranked so high on tourists' willingness to spend, which the members of the family and relative of the peacekeepers tourist expenditure is explained.

3. Hypothesis: the Balkan crisis have resulted in reorganization of the regional tourism



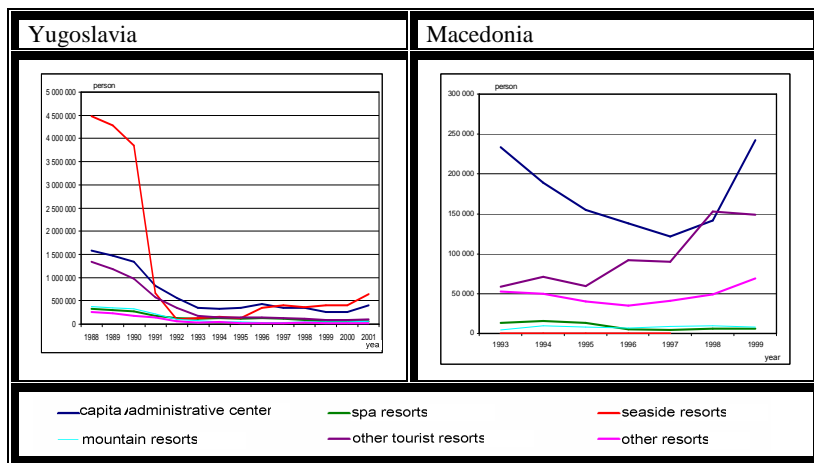


Figure 3: Number of guest nights spent by foreign tourists resorts⁵

Source: own calculations based on data from national statistical offices edit

* Slovenia - Ljubljana to include details of other tourist resorts

Croatia between 1990 and 1991 by 87%, 47% between 1994 and 1995, respectively, between 1998 and 1999 decreased by 19%, between 1995 and 1996, nearly twice the increase in the number of guest nights spent by foreign tourists in the seaside resort, where the Balkan crisis played a decisive role in the events (Figure 3).

Yugoslavia⁶ coastal resorts between 1990 and 1992 and between 1997 and 1999, a decrease in the number of guest nights spent by foreign tourists, the variation of the Yugoslav crisis is a consequence of the events. The greatest decline between 1990 and 1991 – 83% – can be observed. The number of overnight stays by foreign tourists spent between 1990 and 1992, between 1994 and 1996, also declined between 1998 and 1999 in mountain resorts. Tourist arrivals the differences between the number of guest and can be explained due to the political situation was safe for the tourists arriving, so they spent more time visiting the resort (Figure 3).

⁵ Areas of statistical data, Croatia (1988), Yugoslavia (1988), Macedonia (from 1993 to 1999) and Slovenia (since 1994) were available concerning.

⁶ Serbia and Montenegro, together with data included.

Skopje, Macedonia, the number of guest nights spent by foreign tourists between 1994 and 1995 by 19%, 11% between 1995 and 1996, decreased between 1998 and 1999 increased by 70%. Growth between 1998 and 1999, played a role in the Kosovo crisis from the Macedonian capital, a high number of refugees. In spa resorts between 1994 and 1995 by 16%, between 1995 and 1996 decreased by 59%, between 1998 and 1999 but increased by 33% the number of guest nights spent by foreign tourists. In spa resorts between 1998 and 1999 reduced the number of tourist arrivals, but increased the number of overnight stays, in which expression of security for tourists. The other tourist (lakeside) holiday between 1994 and 1995 by 15%, between 1998 and 1999 decreased by 3% in the number of guest nights spent by foreign tourists, which resulted in the effects of the Balkan crisis (Figure 3).

In Slovenia, the coastal resorts between 1994 and 1995 by 7%, between 1995 and 1996 a 1% decrease in the number of guest nights spent by foreign tourists in the development of ongoing fighting in neighboring Croatia as a consequence. The seaside resorts of 16%, the mountain resorts between 1998 and 1999 to 18% declines in the number of guest nights spent by foreign tourists in the Kosovo crisis the effect of the change (Figure 3).

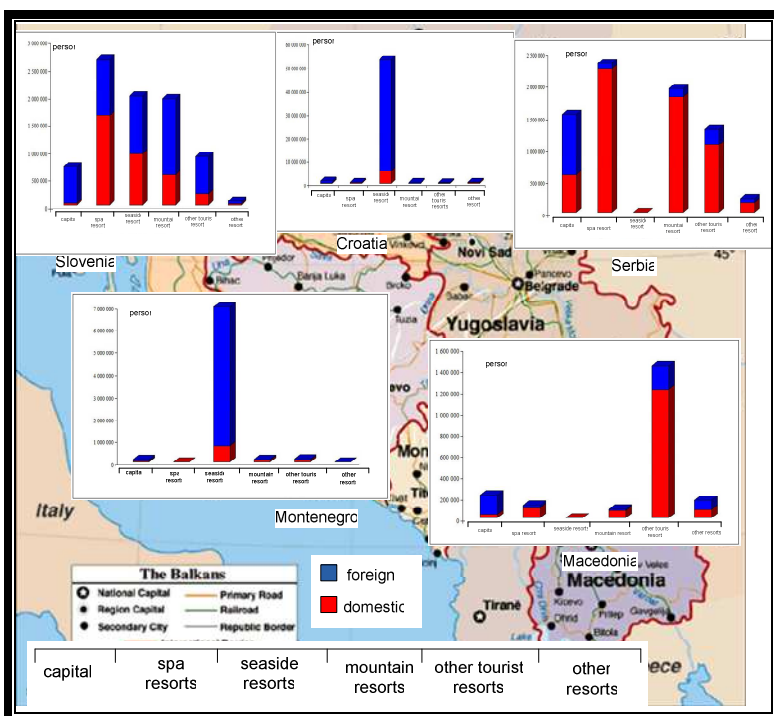


Figure 4: Spatial distribution of guest in 2007

Source: own calculations based on data from national statistical offices edit
Este also contains details of Novi Sad in Serbia.

In Croatia, the guest turn-over of the coastal resorts are the most important. The seaside resorts are also apparent from Istria county high number of guest nights. This is partly tourist attractions – good natural conditions for tourism in the resort for the conditions, on the other World Heritage sites and rich history, rich cultural attractions are located in the village – is associated with. Istria county both by car and by air from the main sending areas relatively quickly and easily accessible. The second major group of Primorje-Gorski seaside resorts of Kotar, where the natural attractions and the traditional holiday resorts in the tourism and heritage tourism and cultural scene as well. A good road and air access also plays a role in county attendance. The third group of Zadar and Split-Dalmatia, where World Heritage sites and natural attractions provide a significant attraction intensity. County development of tourism in the last two decisive

factors in the transport infrastructure (highways, airports) of development, which significantly facilitates the availability of counties. A number of guest nights in the capital city is located in the middle. Development of regional tourism of Croatia plays a major role in determining the distance from home areas, which, *inter alia*, tourism spending is the demand side. The tourist attractions for Istria, Primorje-Gorski Kotar, Zadar and Split-Dalmatia county are similar. The commuting time is not only essential to tourism demand, but also the limitations of form. The increase in travel distance – if the increased travel time and costs – in the demand for tourism increases to a certain point, and thereafter a downward trend ("distance-decay") (L., Veres 2008). The region concentration of tourism shows that the number of beds in the tourism accommodation in three-quarters of the coastal resorts is realized. Examining the analyzed period (1990-2007) stated that the resorts in Croatia, the demand has not changed, the seaside resorts of the most popular tourist destinations. Croatia's coastal climate and hydrological conditions of the holiday, the sailing and boat tourism can provide ideal conditions. The visits to coastal areas not only natural but also the cultural and natural attractions, the importance of the individual is important. All these factors play a decisive role in the countries surveyed, the average length of stay in Croatia (Figure 4).

In Slovenia during the analyzed period the mountain resorts were the most visited. The guest of change can be observed, however, through the expansion of the spas. Natural features and tourist infrastructure through the mountain resorts and infrastructure favorable conditions for the winter tourism and active sports and sports tourism for *exte*, which brought internationally increasing of demand can be expected. One characteristic of today's trend – the preservation of health and healthy lifestyles – explains the increase in guest nights resorts. The capital, which is both professional, and leisure tourism destination as well, according to the data only on guest turnover is preceded by the other resorts. The major tourist centers in the main sending areas by road and by air is relatively easy to access. The tangible elements of the infrastructure of tourism in Slovenia preparedness factors evenly divided between the individual resorts (Figure 4).

In Macedonia in 2008, most nights of the South West Region, the Southeast Region and the Region of Skopje spent by tourists. The Northeast Region had the lowest number of overnight stays. The Southwest Region of the World Heritage site of tourism endowments held in Ohrid, the region's cultural, historic and natural environment in combination; Vevčan carnival, glacial lakes, Debar, Kicevo, Makedonski Brod Centar Župa religious relics and ethnographic features are worth mentioning. Skopje Region with the capital of the profession and leisure tourism (cultural, heritage and festival tourism), the main center in the country. The Southeast Region attractions including historical sites (Bosilevo, Strumica), cultural values (Valandovo

music festival; Novo Selo memories of a unique architectural style; Radoviš sights), Gevgelija is located near the mineral springs and curative Dorjani in Lake forms. The sophistication of derivative supply is uneven, the majority of tourist accommodation beds available in the southwest region. The rich natural and cultural values, the accommodation capacity of about 12% of the Region Pelagonia tourist arrivals and overnight stays for only 4 in place, which plays a role in the difficult approach. In Macedonia, poor infrastructure and the defective capacity both prevent the development of tourism. Polog Region (Mavrovo National Park, mud, mountains), the available beds in 4%, while the Northeast Region (Kumanovo Spa) 1% is available for guests. The World Heritage sites in Macedonia – Ohrid region's cultural, historic and natural environment of the ensemble – including other tourism – lakeside – resorts in the analyzed period (1993-2007) are among the most visited destination. The capital and the tourist arrivals and the second largest in terms of guest nights in tourist traffic. The development of tourism in some areas of good road and air transport capabilities crucial elements (Figure 4).

Serbia in 1990 and in 2007, the capital and administrative centers were the most visited areas. This is the tourism, transportation facilities and explained. The increase in international guest nights spas enforce the demand trend strengthens. Especially the major resorts and mountain resorts guest, old times are back to tradition. In 2007, among the main administrative centers Belgrade received the most tourists are also a number of guest nights was the highest. The resorts were among the most visited Banja Vrnjacka and here was the highest number of overnight stays. The mountain resorts are Zlatibor and here was the most visited and spent most nights Kopaonik. Development of tourist visits to the centers play a decisive role, first, that the tourist accommodation beds available for more than a third of spa resorts, 19% of the mountain resorts, while 14% of the main administrative headquarters is located, and accessibility to the areas (by road and by air) is fairly good (Figure 4).

In Montenegro, seaside resorts both the tourist arrivals and tourist nights were the most visited tourist area. In the natural, cultural and transport geographic constraints, both play a decisive role. The country's tourism endowments basically specify that one of the countries surveyed in Montenegro with the longest average length of stay. A number of guest nights in the capital's only other resorts is preceded by the number of guest nights. It is interesting that the World Heritage site – Durmitor National Park – including the mountain resorts tourist arrivals the terms of the number 4 only, the number of guest nights 3 in place. The derived supply system in significant regional differences in: of tourist accommodation beds available Budva 29%, Bar 21% and 17% in the Hercegnovi, while the number of beds Žabljak of 0.7% is available for guests. The regional

tourism remains significantly concentration development of transport infrastructure is deployed, and the overall state of play: in Podgorica and Tivat airports located in the inland areas – rich natural and cultural attractions – a good part, is not easily accessible (Figure 4).

The events following the dissolution of former Yugoslavia, Bosnia-Herzegovina have led to the greatest havoc. Not only the economic life of the related infrastructure, but also tourism-related infrastructure and destroyed suprasstructure also significant. The Republika Srpska in Banja Luka (springs) and the Cossack-known tourism centers of the National Park. In 2008, the Bosnian-Croatian Federation and the many nights tourist arrivals Sarajevo, Hercegovačko-Neretvanska Tuzlanski and realized in the canton. In Sarajevo's tourism the cultural attractions – World Heritage site, Muslim's wealth of memories – a great addition to the possible approach is a key element that is located in the center of EU peacekeepers. This is both a business tourism, leisure tourism traffic on the other hand the positive impact. Sarajevo canton tourist attraction Visegrad World Heritage site increases. Hercegovačko-Neretvanska canton of natural tourist traffic – Mediterranean coast (Neum) – World Heritage and cultural values (Mostar), Medzsugorje pilgrimage, while the canton Tuzlanski primarily natural – water – environment and to transport geographic position plays a role.

In 2008, in Kosovo, the tourist arrivals 50% Pristina, 7% Lipjan, 5% Giljan registered. The tourists spent most nights in Pristina – 65% of the total turnover – which followed Lipjan and Prizren. Pristina guest turnover plays a role in shaping that EULEX office is located here, which is a vocation for tourism and recreation can also induce significant traffic and airport are also available. The World Heritage Sites (Dečan, Gračanica, Peč) increase demand shaping effect on guest data is not displayed unless Prizren. The development of tourism in the general political, economic and social status in addition to some very convenient accessibility to tourist attractions and tourist suprastructure status and unequal distribution of both affected. The number of beds in hotels located in 23% of Pristina, and 7-7% of the Lipjan, Prizren, 6% in the Giljan. The importance of tourism attractions in municipalities hosting the regional distribution is uneven: Dečan for tourists in the number of available hotel beds, only 0.5% is realized.

4. Hypothesis: The economic role of tourism is growing in some countries the national economy and the effects of crises detectable change in the value of these indicators⁷

Slovenia between 1998 and 1999 decreased the value of services exports, the value of receipts from international tourism, and thus the share of intra-tourism service exports, in addition to the international tourism income in GDP share. Croatia and Slovenia reduced the hospitality trade's contribution to the GDP value creation and value creation in the tourism value. In Macedonia in 2001 was a reduction in the value of services exports, the value of receipts from international tourism, and thus the share of intra-tourism service exports also can be observed as well as a decline in international tourism income in GDP is in proportion. In addition, drop-in hospitality trade's contribution to the GDP value creation, value creation, tourism, international tourism receipts for goods and services compared to exports ratio also decreased. Members of the former Yugoslavia, Croatia had the highest share of revenue from international tourism service exports. Croatia and Macedonia is growing, the decline of tourism in Slovenia within the share of service exports. The data analysis concluded that the economic life of Croatia among the countries studied for a major economic factor for tourism, international tourism is a target country in which the original (unique natural attractions, rich cultural opportunities, good infrastructure in general) and derived from the tourist offer (stay facilities) both play a role.

The countries studied were also in Croatia was the highest in the international tourism income in GDP share. Bosnia-Herzegovina, Croatia, Macedonia and Slovenia to the growing international tourism income in GDP share. The data analysis shows that Croatia's tourism play a prominent role in the economic life of the country.

Macedonia was the highest in the hospitality trade's contribution to the GDP value creation. Macedonia increases, decreases in Croatia, Slovenia, has stagnated in the hospitality trade's contribution to the GDP value creation. The available data express that Macedonia's economy to trade and catering more and more dominant role.

Croatia had the highest contribution to the tourism and catering trade value creation. Croatia, Macedonia and Slovenia, increasing tourism's contribution to the hospitality trade value creation. The analyzed data can be shown that the tourism in Croatia is significant economic subsector.

⁷ The economic calculations of Yugoslavia, Serbia-Montenegro, Serbia could not be concerning, because the Yugoslav dinar, and the Serbian Dinar source, it could not be converted into USD.

Slovenia had the highest rates of international tourism receipts for goods and services compared to exports ratio. Increase in international tourism receipts for goods and services compared to exports ratio. Croatia, Macedonia and Slovenia to the growing international tourism receipts for goods and services compared to exports ratio. International tourism receipts for goods and services exports share is calculated relative to the conclusion that Slovenia is a country considered one of the host country.

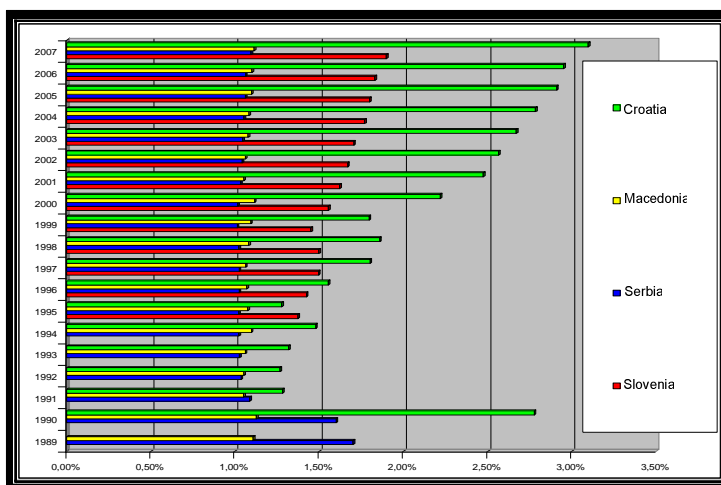


Figure 5: Human Impact Indicator value

Source: WTO/UNWTO and the national statistical offices and own calculations based on data editing

Concluded that the social impact is an indicator of value in Croatia, Montenegro and Slovenia increased; stagnate in Macedonia, Serbia, reducing the value of the indicator. The value of the HII among the countries studied during the period analyzed was the highest in Croatia. The social impact indicator reflects the value that tourism in Croatia is significant (Figure 5).

The successor states of former Yugoslavia, Croatia has the highest concentration of tourist facilities, which expresses that the tourism industry in Croatia are prepared to receive a significant extent, tourism suprastructure sufficiently developed.

Manet, C. TABERNER, J. G. (s.a.) has defined three groups in the Mediterranean, the concentration of tourist hotels and tourism development in examining: the traditional leaders, consolidated and established

destinations, destinations and behaved erratically. Those grouped in the Croatia-consolidated, well established among the destinations.

This clustering into account in the former Yugoslav successor states to the following groups:

1. Traditional leaders: Croatia and Slovenia. In 2007, the share of Croatia among the countries analyzed, the number of international tourist arrivals, 30.61%, 5.76% in Slovenia and a share of the value of this indicator. In Croatia in 1993 and 2007, 17.7, in Slovenia 0.46 percentage point increase is observed. The number of foreign tourist arrivals, tourism facilities in Croatia 44.45% and 8.36% share of Slovenia. The foreign guest nights spent by tourists in tourist accommodation in Croatia the number of shares of 47.43%, Slovenia's share was 4.66%. In 2007, Croatia 7.5%, Slovenia 8.3% increase in the number of international tourist arrivals over the previous year.

2. Consolidated and established destinations: Bosnia-Herzegovina, Serbia and Montenegro. In 2007, Bosnia-Herzegovina in the analyzed countries, the share of international tourist arrivals, the number of 0.98%, 2.29% had a share of Serbia, Montenegro, 1.96% in export value of this indicator. In Bosnia-Herzegovina from 1993 to 2007, 0.98, in Serbia 1.64, in Montenegro 1.79 percentage point increase is observed. The number of foreign tourist arrivals, tourism facilities in Bosnia-Herzegovina by 1.13%, 3.32% in export of Serbia. The foreign guest nights spent by tourists in tourist accommodations in Bosnia and Herzegovina, the number of shares of 0.51%, 4.66% share of Serbia, Montenegro shares (in 2006) was 6.29%. In 2007, Bosnia-Herzegovina 19.5%, 48.5% higher in Serbia, Montenegro 57.4% increase over the number of international tourist arrivals over the previous year.

3. Behaved erratically destinations: Macedonia. In 2007, the share of Macedonia among the countries analyzed, the number of international tourist arrivals was 0.76%. 1993 and 2007 by 0.27 percentage point decline. The number of foreign tourist arrivals, tourist facilities Macedonia to 1.10% in export. The foreign guest nights spent by tourists in the number of tourist accommodations Macedonia's share was 0.50%. In 2007, Macedonia has increased by 13.9% in the number of international tourist arrivals over the previous year.

Function referring to the strength of the tourism value of the analyzed countries, the highest in Croatia during the period. These indicators suggest that tourism is a major economic activity in Croatia. Croatia, Serbia and Slovenia is increasing, decreasing Macedonia, referring to the strength of the tourism function value.

The countries surveyed were the largest of Croatia's revealed comparative advantage index of the value of which increased during the

period analyzed. In Macedonia in 2001, the index declined, which the Albanian-Macedonian armed clashes result.

Croatia, tourism plays a major role in the evolution of the value of exports of services and the other countries analyzed in relation to the performance of major tourism. Croatia, Macedonia and Slovenia, compared with the data established that tourism in Croatia increased relative to the comparative export performance of other countries. The results of that analysis is expressed to the outstanding performance of tourism in Croatia is among the services-export to other countries.

The calculations and the competitiveness of each country's tourism position in the competitive matrix, depending on the available data, only Croatia, Macedonia and Slovenia could be carried out between 2000 and 2003.

Table 1: Tourism Competitiveness Matrix

| | | |
|---|----------------------------|---|
| Market share Export structure Specialization index | DECLINING STARS | RISING STARS Croatia Slovenia |
| | RETREATS | MISSED OPPORTUNITIES Macedonia |

Source: WTO/UNWTO and the UN's own calculations based on statistical data

The tourism market share competitiveness matrix for the analysis of all the countries examined, Croatia and Slovenia, the GDP growth of international tourism income also increased, which shows the growth of tourism in these two countries. In Macedonia, the GDP growth with a decrease in the value of receipts from international tourism, which in the 2001 civil war in the Albanian-Macedonian-demand reduction and deterrent effect plays a role (Table 1).

The tourism competitiveness export strukture matrix for analysis of all the countries examined, Croatia and Slovenia, the totalexport the growth of international tourism income also increased, which shows the growth of tourism in these two countries. Macedonia, the goods and services increase with a decrease in the value of receipts from international tourism, which in the 2001 Albanian-Macedonian armed clashes in the negative impact of tourism also plays a role (Table 1).

The tourism competitiveness index matrix for the analysis of specialization in the countries examined in total, Croatia and Slovenia, the services export growth of international tourism income also increased, which shows the growth of tourism in these two countries. In Macedonia, the decline in service exports decreased value of receipts from international

tourism, which in the 2001 Albanian-Macedonian ethnic conflict also plays a role in demand reduction effect (Table 1).

The various economic indicators and the specific results of the calculations also show that in Croatia the former Yugoslav States, whichever is the most important host country of tourism and one of the dominant sector of the economy. In the role of the country's favorable natural endowments and rich cultural attractions, tourism infra- and suprastructure built and used by the leisure tourism opportunities beneficial to the participants.

5. Hypothesis: In this country, and tourist relations with Hungary can be traced back to earlier times, the Hungarian tourists are crisis sensitivity, the countries examined the relationship between tourism expansion and Hungary, hampered by a number of country negative image of the Hungarian tourists

Among the countries analyzed in 2007, the number of tourist arrivals in tourist accommodations registered in Croatia had the largest share of the Hungarian tourists. Bosnia-Herzegovina, Croatia, Serbia, Macedonia, Montenegro and Slovenia increased during the period analyzed, the number of Hungarian tourist arrivals in tourist accommodations.

In 2007, the number of exits in the countries examined the number of registered Hungarian tourist arrivals Croatia was the largest share, followed by Slovenia. During the period in Croatia, Slovenia, Macedonia and Montenegro increased in Serbia, Bosnia-Herzegovina reduced the number of tourist accommodations in the Hungarian tourists arrivals registered share. The value of shares in the case of Croatia between 1994 and 1995, Yugoslavia 1990 and 1991, between 1998 and 1999 declines in Yugoslavia, the Kosovo crisis and the Macedonian context.

The main motivation of Hungarian tourists traveling abroad in the waterfront recreation, encircle the city tour and mountain holidays. The intense interest in Hungarian adult population of the active forms of recreation – hiking, touring (their trips to national parks, hiking), biking, water sports – for. The cultural activities are as follows provoke considerable interest: World Heritage sites, castles, exhibitions, museums, visits, theater, outdoor performances, folklore, music programs, to participate.

Croatia tourist motivations of this, leisure activities appropriate aptitudes and possibilities of the approach is positive, which in turn was positively influenced by the cost of time.

Slovenia is also a popular destination for Hungarian tourists, providing favorable conditions for the supply of original and derived by the active tourism. In addition, the relative geographic location is favorable.

Montenegro has become popular destinations for tourists, as tourist attractions and transportation opportunities is adequate for the Hungarian tourist demand. Since Hungary is located farther than Croatia, so the travel time and cost to some extent limit the travel opportunities.

Bosnia-Herzegovina and Macedonia are beginning to explore the tourist, as a possible destination. Serbia's tourism friend- and relation visiting is motive. Hungary and Serbia and will affect tourism ties to the Yugoslav crises in many ethnic Hungarian people permanently settled in Hungary.

The Hungarian guest nights spent by tourists in the largest share of the number of guest nights spent by foreign tourists in 2007, Montenegro and Croatia. In the 1990 civil war erupted in the early impacts of events on the Hungarian guest nights spent by tourists is influenced by the number of shares. During the period in Croatia, Serbia, Slovenia, Macedonia and Montenegro to increase, Bosnia-Herzegovina fell to the Hungarian guest nights spent by tourists in the number of shares of a number of guest nights spent by foreign tourists.

Table 2: The average length of stay for Hungarian tourists (nights)

| | Bosnia-Herzegovina | Croatia | Yugoslavia, between 2003 and 2006 Serbia and Montenegro | Slovenia | Macedonia | Montenegro |
|-------------|---------------------------|----------------|--|-----------------|------------------|-------------------|
| 1988 | ... | ... | 1,61 | ... | ... | ... |
| 1989 | ... | ... | 2,19 | ... | ... | ... |
| 1990 | ... | ... | 2,07 | ... | ... | ... |
| 1991 | ... | 9,18 | 1,71 | ... | ... | ... |
| 1992 | ... | 6,63 | 1,91 | 2,94 | ... | ... |
| 1993 | ... | 6,89 | 3,17 | 3,46 | ... | ... |
| 1994 | ... | 6,99 | 3,64 | 3,46 | ... | ... |
| 1995 | ... | 6,38 | 2,08 | 3,24 | 1,24 | ... |
| 1996 | ... | 6,16 | 2,10 | 3,03 | 1,52 | ... |
| 1997 | ... | 5,99 | 2,64 | 2,50 | 1,89 | ... |
| 1998 | ... | 5,85 | 2,32 | 2,81 | 2,00 | ... |
| 1999 | ... | 5,75 | 1,99 | 3,16 | 2,46 | ... |
| 2000 | 2,73 | 5,67 | 2,70 | 2,84 | 1,62 | ... |
| 2001 | 2,88 | 5,55 | 2,68 | 2,75 | 1,95 | 5,86 |

| | | | | | | |
|-------------|------|------|------|------|------|------|
| 2002 | 2,84 | 5,45 | 2,43 | 2,78 | 1,93 | 5,99 |
| 2003 | 2,74 | 5,35 | 2,96 | 2,77 | 1,85 | 6,27 |
| 2004 | 2,73 | 5,19 | 3,09 | 2,77 | 2,44 | 6,47 |
| 2005 | ... | 5,31 | 1,75 | 2,72 | 1,86 | 5,84 |
| 2006 | ... | 5,45 | 1,79 | 2,77 | 1,77 | 5,31 |
| 2007 | ... | 5,21 | - | 2,68 | 1,57 | 6,87 |

Source: WTO/UNWTO and the national statistical agency own calculations based on data;
... - data not available

Hungarian tourists in 2007, the average residence time of 6.87 in Montenegro, Croatia was 5.21 nights. The average residence time of Hungarian tourists also detected a change in Yugoslavia and the Albanian-Macedonian crisis. Serbia, Macedonia and Montenegro to increase, Bosnia-Herzegovina, Croatia and Slovenia in the analyzed period of time decreased the average length of stay for Hungarian tourists (Table 2).

The average residence time of the evolution of Hungarian tourists to play a decisive role in the commuting time and costs. Montenegro is located farthest from Hungary, so the average length of stay for tourists is longer than the similar characteristics of Croatia. Bosnia-Herzegovina (active tourism, cultural and religious tourism), Macedonia (cultural tourism, cruise), Serbia (shopping tourism, friendship and encircle) and Slovenia (active tourism) of the tourists received by the characteristics of tourism products modify your dates of stay.

Questionnaire, the results of my research reveals that the 1999 Kosovo conflict, the war survey respondents, only 23% of the effect of the decision on whether to travel, which is mainly meant for other destinations and means of transport (car or bus instead plane) was chosen. The plane of the holidays played a significant role in implementing the charter price decline, which forced the tour's response was to reduce the negative effects of the crisis, is to replace the lost revenue and increase demand in order to effect the flights were forced to reduce prices. As a result, bus and plane ticket prices near the other.

The 1999 crisis, the Hungarian travel agencies trying to find a suitable solution, which is primarily in changing the routes and the costs involved in taking over himself. The Kosovo crisis has greatly transformed as a result of the price conditions, because the tour operators in order to minimize the losses have considerably reduced the prices on charter flights. This in turn has led to that price competition in the travel agencies were forced to each other, because of low price levels announced by tourists preferred to travel.

The two responses received summarising the tour operator in Greece, mainly to the tourism businesses in their effect on the Kosovo crisis, which is the northern part of Greece are also interested in the sale of tourist services. The war had a determining role in the conflict in the coming year is shaping traffic and the tourists on the bus rather than car and plane journeys. The ethnic conflict in both the tour operator tried to maintain the confidence of Greece as a safe destination for, especially the scope for price differentials and promotion of instruments.

In 2008, travel habits survey research on the responses received to the conclusion that a significant proportion of people had been to Croatia. Montenegro and Bosnia-Herzegovina for a small proportion of survey respondents went out.

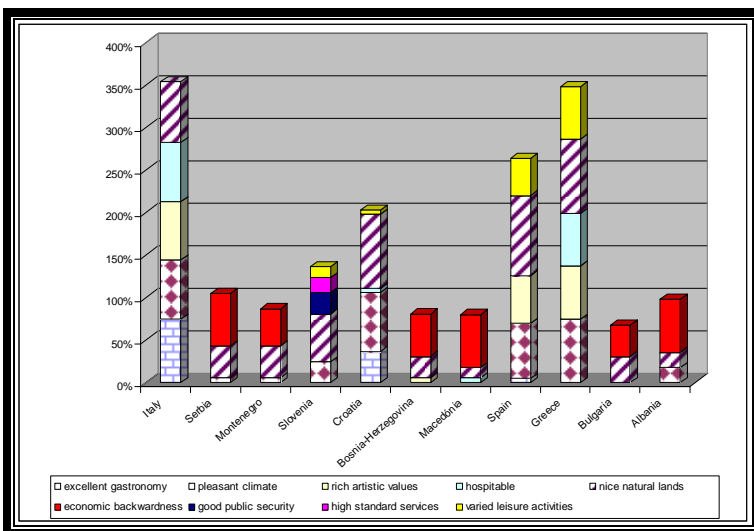


Figure 6: What comes to mind when the following countries do you think?

Source: 2008. January 10 2008. December 31 between the standard survey based on your own editing

Unfortunate results on the association issue, since the economic backwardness of the respondents is associated with certain countries in the Balkans (Serbia, Montenegro, Bosnia-Herzegovina, Macedonia), which affects the fact that the Hungarian tourist destination regarded as possible for those countries (Figure 6.).

Between 2000 and 2008, summarizing research results concluded that: the Hungarian tourists travel goals decisive in choosing the destination's natural resources, over the years given the growing importance of tourist attractions the host regions existence of areas of cultural characteristics, the relaxation of travel motivations, waterfront recreation, friends, visiting relatives, sightseeing, mountain holidays, both played a role in a growing trend in the proportion of participants in the trips, the travel information needed to acquire the travel agency brochures, the Internet and acquaintances, friends recommendation is important, of trips organizing a high proportion of trips organized by the individual, the use of the main means of transport, the automobile, the airplane, followed by the most frequently used type of hotel accommodation.

Finally, between 2000 and 2008, the same kind of research questions in summary concluded that the Hungarian tourist travel decisions play a vital role in the areas of preparedness to host factors (adequate standard of care, good public security, internal political situation in the consolidated host region) and the price level in major tourist destinations.

The association issues for Croatia and Montenegro, the role of significant natural values.

In the area of political stability in question referring to analysis of the arrangements that are just one-third of the respondents considered it likely that a new war and crises in two-thirds of that on stable political situation in the Balkans, which is a welcome result. In assessing the political situation in 2000, according to the majority of respondents in the Balkans in the domestic political situation has not yet been resolved and likely emergence of a new war conflict.

The responses received during interviews suggest that the strength of tourism in Montenegro in the public stunning natural beauty, pleasant climate, the richness of artistic values, or the friendly and nice people. Bosnia-Herzegovina are the main research finding that there is still no good information on Bosnia-Herzegovina and is not included in people's minds that the country could be destinations.

4. The potential utilization

The results of researches in education, practice and more – in the specific field – research framework can be used.

The general theory of tourism object in the context of the major tourism statistical indicators of the characteristics demonstrated by crisis sensitivity and territorial multiplikátor effect as an example. Geography of tourism and tourism marketing within the travel habits, problem-solving activities of travel agencies can make known as case study, the economic results of the calculations to show examples of the economics of tourism.

Also on the travel habits, the results can be used for travel agencies, primarily the development of offerings, expansion and exploration of market niches. The national tourist offices of individual countries examined the results can also be used in product development and promotional activities. The national tourist offices, not only the destination's marketing activities and advertising of the products must pay attention, but also to financing information to these countries as the destination to potential tourists live in the memory.

A further social and economic implications of the current research results can be considered as a starting point.

5. My research findings, the most important research results

- analyzed the major statistical categories of tourism development in Bosnia-Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Serbia and Slovenia on data through:

Balkan crisis erupted in the nineties of the political and economic changes in the former Yugoslavia republics. Among the economic sectors of tourism – through crisis sensitivity – also suffered serious damage. The Yugoslav crisis in the former Yugoslavia and the transformation of the tourism potential of regional tourism led to a reorganization. The protracted war events and the negative effect of diminishing the demand is already safe and adjoining areas of former member of tourists was also a difficult situation. Member states of the Former Yugoslavia since 2002 for the international tourism demand, the number of guest nights spent by foreign tourists and increase the value of receipts from international tourism, the region's stability. However, this increase in the evening not even the countries studied, because significant differences can be observed. These differences are not only derived from the original offer and explained, but also the economic and social development, which is inherited from the former Yugoslavia's successor.

I evaluated the situation of the tourism development of tourist facilities in terms of domestic guest turnover:

In 2007, the most significant domestic traffic Macedonia, Slovenia and Croatia achieved to.

- determined the two main indicator of tourism – and the number of guest arrivals – based on the change of the territorial differences in the Yugoslav crisis to the present day:

In Croatia, the guest turn-over of the coastal resorts are the most important. In Slovenia during the analyzed period the mountain resorts were the most visited. The World Heritage sites in Macedonia – Ohrid region's

cultural, historic and natural environment of the ensemble – including other tourism – lakeside – the most visited destination resorts in the period examined include. Serbia in 1990 and in 2007, the capital city and administrative centers were the most visited areas. In Montenegro, seaside resorts both the tourist arrivals and tourist nights were the most visited tourist area. In 2008, in Bosnian-Croatian Federation the most tourist arrivals and tourist nights in Sarajevo, Hercegovacko-Neretvanska Tuzlanski canton was realized. In 2008, in Kosovo the tourist arrivals 50 percentage was registered in Pristina.

- examined the role of tourism in economic life:

Croatia among the countries surveyed in the economic life of significant economic factor for tourism, international tourism destination is one in which the original (unique natural attractions, rich cultural opportunities, good infrastructure in general) and derived from the tourist offer (stay facilities) both play a role.

- analyzed in more detail the evolution of specific indicators:

The specific indicators, the results also show that in Croatia the former Yugoslav States, whichever is the most important host country of tourism and tourism in the country one of the dominant sector of the economy.

- I completed the development of tourism and tourist accommodation on the basis of the grouping of the countries surveyed:

Traditional leaders Croatia and Slovenia, consolidated, solidified destinations Bosnia-Herzegovina, Serbia and Montenegro, behaved erratically destination Macedonia.

- determined the apparent competition in international tourism, an indicator of revealed comparative advantage and the comparative value of the change in export performance:

The results of that analysis is expressed to the outstanding performance of tourism in Croatia is among the services-export to other countries.

- I prepared a matrix of competitive international trade in services under the classification of the countries surveyed:

The market share of the export structure and the specialization index: rising stars: Croatia and Slovenia, missing opportunities in Macedonia.

- evaluated by the Hungarian tourists in the former Yugoslav successor states for their trip to the 1980 years from the end of today:

The Hungarian popular tourist destination country in Croatia, where the transport geographic features and benefits of tourist attractions play together. The Hungarian tourists is during the holiday vacation,

recreation areas to ensure the conditions for the visit and stay in some kind of cultural activity linking. Croatia tourist attractions of the Hungarian meet demand.

- examined whether a specific geographical area affected by how the crisis developed tourist travel destination from the choices to travel and tour activities in Hungary:

Questionnaire, the results of my research reveals that the 1999 Kosovo conflict, the war survey respondents, only 23% of the effect of the decision on whether to travel, which is mainly meant for other destinations and means of transport (car or bus instead plane) was chosen. The plane of the holidays played a significant role in implementing the charter price decline, which forced the tour's response was to reduce the negative effects of the crisis, is to replace the lost revenue and increase demand in order to effect the flights were forced to reduce prices. As a result, bus and plane ticket prices near the other.

The 1999 crisis, the Hungarian travel agencies trying to find a suitable solution, which is primarily in changing the routes and the costs involved in taking over himself. The Kosovo crisis has greatly transformed as a result of the price conditions, because the tour operators in order to minimize the losses have considerably reduced the prices on charter flights. This in turn has led to that price competition in the travel agencies were forced to each other, because of low price levels announced by tourists preferred to travel.

From the two Greek tour operators received answers summary, particularly those affected by tourism businesses in the Kosovo crisis, which is the northern part of Greece are also interested in the sale of tourist services. The war had a determining role in the conflict in the coming year is shaping traffic and the tourists on the bus rather than car and plane journeys. The ethnic conflict in both the tour operator tried to maintain the confidence of Greece as a safe destination for, especially the scope for price differentials and promotion of instruments.

- analyzed the habits of the Hungarian tourists travel to countries I have examined:

Between 2000 and 2008, summarizing the findings of research concluded that the Hungarian tourists travel goals decisive in choosing the destination's natural resources, over the years given the growing importance of tourism for the host vonzástényezők existence of areas of cultural characteristics, the relaxation of travel motivation, waterfront recreation, friends, visiting relatives, sightseeing, mountain holidays, both played a role in a growing trend in the proportion of participants in the trips, the travel information needed to acquire the travel agency brochures, the Internet and acquaintances, friends recommendation is important, the trips organizing a high proportion of trips organized by the individual, the use of the main

means of transport, the automobile, the airplane, followed by the most frequently used type of hotel accommodation. The association issues for Croatia and Montenegro, the role of significant natural values. The responses received during interviews suggest that the strength of tourism in Montenegro in the public stunning natural beauty, pleasant climate, the richness of artistic values, or the friendly and nice people. Bosnia-Herzegovina are the main research finding that there is still no good information on Bosnia-Herzegovina and is not included in people's minds that the country could be destinations. Unfortunate results on the association issue, since the economic backwardness of the respondents is associated with certain countries in the Balkans (Serbia, Montenegro, Bosnia-Herzegovina, Macedonia), which affects the fact that the Hungarian tourist destination regarded as possible for those countries.

6. List of publications

1. The underlying thesis of publications

1.1. Publications, papers, book chapters, etc..

1. **JÁTÉKOS E.** 2008: *Európa új állama – Koszovó a függetlenség útján I.* – In. **A földrajz tanítása** (Módszertani folyóirat). XVI. évfolyam 3. szám. pp. 3-11.
2. **JÁTÉKOS E.** 2008: *Európa új állama – Koszovó a függetlenség útján II.* – In. **A földrajz tanítása** (Módszertani folyóirat). XVI. évfolyam 4. szám. pp. 3-12.
3. **JÁTÉKOS E.** 2001: *A turizmus szerepe Görögország gazdasági életében.* – In. P. BIELIK – M. HUDÁKOVÁ (redaktor): Zborník Vedeckych Prac. Nitra, 2001, pp. 264-273.
4. **JÁTÉKOS E.** 2001: *Az utazási döntések és a magyar turisták utazási szokásai – egy kérdőíves felmérés eredménye.* – In. P. BIELIK – M. DVOŘÁK (redaktor): Medzinárodné vedecké dni 2001. Ekonomické a manažérske aspekty trvalo udtzatelného rozvoja poľnohospodárstva. Nitra, 2001, pp. 209-216.

1.2. Publications in conference proceedings

5. **JÁTÉKOS E.** 2010: *The regional distribution of tourism in member states of the former Yugoslavia and Greece.* – In. Babes-Bolyai Tudományegyetem Földrajzi Kar Gyógyászentmiklósi Kihelyezett Egyetemi Tagozat - A turizmus szerepe a területi fejlesztésben - III. Nemzetközi Konferencia kötete, 2010, pp. 172-185.
6. **JÁTÉKOS E.** 2010: *Természeti vonzerők és kulturális örökség Macedóniában.* – In. XVI. Ifjúsági Tudományos Fórum. Pannon Egyetem Georgikon Mezőgazdaságtudományi Kar, Keszthely, CD-kiadvány, 2010, 6 p.
7. **JÁTÉKOS E.** 2010: *Horvátország természeti és kulturális adottságai.* – In. XVI. Ifjúsági Tudományos Fórum. Pannon Egyetem Georgikon Mezőgazdaságtudományi Kar, Keszthely, CD-kiadvány, 2010, 7 p.
8. **JÁTÉKOS E.** 2010: *Effects of the Southern Slav crisis the former Yugoslavia's tourism.* – In. XII. Nemzetközi Tudományos Napok - Fenntartható versenyképesség válság idején -, Károly Róbert Főiskola, Gyöngyös, 2010, CD-kiadvány, 12 p.
9. **JÁTÉKOS E.** 2010: *Effects of the Southern Slav crisis the former Yugoslavia's economy.* – In. XII. Nemzetközi Tudományos Napok - Fenntartható versenyképesség válság idején -, Károly Róbert Főiskola, Gyöngyös, CD-kiadvány, 2010, 12 p.
10. **JÁTÉKOS E.** 2009: *Természeti és kulturális adottságok Szlovéniában.* – In. XV. Ifjúsági Tudományos Fórum. Pannon Egyetem Georgikon Mezőgazdaságtudományi Kar, Keszthely, CD-kiadvány, 2009, 9 p.
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